

DUPLICATE
INVOICE

WTAE
400 Ardmore Blvd.
Pittsburgh, PA 15221
Main: (412)242-4300
Billing: (781)433-4283

www.thepittsburghchannel.com

Billing Address:

Message & Media
Attention: Accounts Payable
100 Abany Street
New Brunswick, NJ 08901

Send Payment To:

WTAE
P.O. Box 26887
Lehigh Valley, PA 18002-6887

Invoice #	Invoice Date	Invoice Month	Invoice Period
966148-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WTAE	Bob Cain	Eagle-Philadelph	National

Advertiser	Product	Estimate Number
Smith/D/Senate	M.SMITH/D/ST SEN	

Flight Dates	Order #	Alt Order #
10/23/12 - 10/29/12	966148	07914527

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	SMIM	

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/23/12	10/28/12	5-6am News	5 - 6am	-TWTF--	:30	4	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-TWTF--	4	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WTAE	Tu	10/23/12	5:40 AM	5-6am News	5 - 6am	:30	MST105H	\$350.00 NM
1	WTAE	W	10/24/12	5:28 AM	5-6am News	5 - 6am	:30	MST105H	\$350.00 NM
4	WTAE	Th	10/25/12	5:40 AM	5-6am News	5 - 6am	:30	MST105H	\$350.00 NM
3	WTAE	F	10/26/12	5:29 AM	5-6am News	5 - 6am	:30	MST105H	\$350.00 NM
3	10/23/12	10/28/12	6-7am News	6-7am	-TWTF--	:30	4	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-TWTF--	4	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WTAE	Tu	10/23/12	6:22 AM	6-7am News	6-7am	:30	MST105H	\$600.00 NM
1	WTAE	W	10/24/12	6:22 AM	6-7am News	6-7am	:30	MST105H	\$600.00 NM
4	WTAE	Th	10/25/12	6:22 AM	6-7am News	6-7am	:30	MST105H	\$600.00 NM
2	WTAE	F	10/26/12	6:14 AM	6-7am News	6-7am	:30	MST105H	\$600.00 NM
5	10/23/12	10/28/12	Good Morning America	7-9am	-TWTF--	:30	4	\$475.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-TWTF--	4	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WTAE	Tu	10/23/12	7:28 AM	Good Morning America	7-9am	:30	MST105H	\$475.00 NM
4	WTAE	W	10/24/12	8:59 AM	Good Morning America	7-9am	:30	MST105H	\$475.00 NM
1	WTAE	Th	10/25/12	8:48 AM	Good Morning America	7-9am	:30	MST105H	\$475.00 NM
3	WTAE	F	10/26/12	7:58 AM	Good Morning America	7-9am	:30	MST105H	\$475.00 NM
7	10/23/12	10/28/12	6-7am News	6-7am	-TWTF--	:30	4	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-TWTF--	4	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WTAE	Tu	10/23/12	6:57 AM	6-7am News	6-7am	:30	MST105H	\$600.00 NM
2	WTAE	W	10/24/12	6:28 AM	6-7am News	6-7am	:30	MST105H	\$600.00 NM
3	WTAE	Th	10/25/12	6:44 AM	6-7am News	6-7am	:30	MST105H	\$600.00 NM
1	WTAE	F	10/26/12	6:28 AM	6-7am News	6-7am	:30	MST105H	\$600.00 NM

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966148-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Smith/D/Senate	M.SMITH/D/ST SEN		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	10/23/12	10/28/12	6-7am News Class of Time - Pre-emptible with notice	6-7am	-TWTF--	:30	4	\$600.00	NM
9	10/23/12	10/28/12	WTAE Noon News Class of Time - Pre-emptible with notice	11:58-12:30pm	-TWTF--	:30	4	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -TWTF-- 4 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTAE Tu 10/23/12 12:13 PM WTAE Noon News 11:58-12:30pm :30 MST105H \$300.00 NM 3 WTAE W 10/24/12 12:12 PM WTAE Noon News 11:58-12:30pm :30 MST105H \$300.00 NM 4 WTAE Th 10/25/12 12:09 PM WTAE Noon News 11:58-12:30pm :30 MST105H \$300.00 NM 2 WTAE F 10/26/12 12:25 PM WTAE Noon News 11:58-12:30pm :30 MST105H \$300.00 NM									
11	10/23/12	10/28/12	5-6pm News M-F Class of Time - Pre-emptible with notice	5-6pm	-TWTF--	:30	4	\$525.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -TWTF-- 4 \$525.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTAE Tu 10/23/12 5:29 PM 5-6pm News M-F 5-6pm :30 MST105H \$525.00 NM 3 WTAE W 10/24/12 5-6pm News M-F 5-6pm :00 \$525.00 NM See MG 11.5 4 WTAE Th 10/25/12 5:23 PM 5-6pm News M-F 5-6pm :30 MST105H \$525.00 NM 2 WTAE F 10/26/12 5:23 PM 5-6pm News M-F 5-6pm :30 MST105H \$525.00 NM									
13	10/23/12	10/28/12	5-6pm News M-F Class of Time - Pre-emptible with notice	5-6pm	-TWTF--	:30	4	\$575.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -TWTF-- 4 \$575.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTAE Tu 10/23/12 5:52 PM 5-6pm News M-F 5-6pm :30 MST105H \$575.00 NM 2 WTAE W 10/24/12 5:58 PM 5-6pm News M-F 5-6pm :30 MST105H \$575.00 NM 4 WTAE Th 10/25/12 5:56 PM 5-6pm News M-F 5-6pm :30 MST105H \$575.00 NM 3 WTAE F 10/26/12 5:41 PM 5-6pm News M-F 5-6pm :30 MST105H \$575.00 NM									
15	10/23/12	10/28/12	6-6:30pm News Class of Time - Pre-emptible with notice	6-6:30pm	-TWTF--	:30	4	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -TWTF-- 4 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTAE Tu 10/23/12 6:13 PM 6-6:30pm News 6-6:30pm :30 MST105H \$725.00 NM 3 WTAE W 10/24/12 6:23 PM 6-6:30pm News 6-6:30pm :30 MST105H \$725.00 NM 2 WTAE Th 10/25/12 6-6:30pm News 6-6:30pm :00 \$725.00 NM See MG 11.5 4 WTAE F 10/26/12 6:09 PM 6-6:30pm News 6-6:30pm :30 MST105H \$725.00 NM									
17	10/23/12	10/28/12	M-Sun 11pm News Class of Time - Pre-emptible with notice	M-Su 11-11:35pm	-TWTF--	:30	3	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -TWTF-- 3 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WTAE Tu 10/23/12 11:33 PM M-Sun 11pm News M-Su 11-11:35pm :30 MST105H \$900.00 NM 1 WTAE Th 10/25/12 11:13 PM M-Sun 11pm News M-Su 11-11:35pm :30 MST105H \$900.00 NM 3 WTAE F 10/26/12 11:22 PM M-Sun 11pm News M-Su 11-11:35pm :30 MST105H \$900.00 NM									
18	10/23/12	10/28/12	Good Morning America S:7-8am Class of Time - Pre-emptible with notice		-----S-	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
966148-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Smith/D/Senate	M.SMITH/D/ST SEN		

www.thepittsburghchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	10/23/12	10/28/12	Good Morning America Si 7-8am		-----S-	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	Sa	10/27/12	7:29 AM	Good Morning America Sat	7-8am	:30	MST105H	\$500.00 NM
19	10/23/12	10/28/12	Sat 8-10am	8-10am	-----S-	:30	1	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-----S-	1	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	Sa	10/27/12	8:55 AM	Sat 8-10am	8-10am	:30	MST105H	\$325.00 NM
20	10/23/12	10/28/12	Good Morning America Si 7-8am		-----S	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-----S	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	Su	10/28/12	7:49 AM	Good Morning America Sun	7-8am	:30	MST105H	\$400.00 NM
21	10/23/12	10/28/12	Sun 8-10am News	8-10am	-----S	:30	1	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-----S	1	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	Su	10/28/12	8:28 AM	Sun 8-10am News	8-10am	:30	MST105H	\$325.00 NM
23	10/23/12	10/28/12	Sat Early News	6-630p / 7-730p	-----S-	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-----S-	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	Sa	10/27/12	7:50 PM	Sat Early News	6-630p / 7-730p	:30	MST105H	\$450.00 NM
LR - Football									
24	10/23/12	10/28/12	Chirs Matthews Sun	11-1130am	-----S	:30	1	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-----S	1	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	Su	10/28/12	11:21 AM	Chirs Matthews Sun	11-1130am	:30	MST105H	\$200.00 NM
25	10/27/12	10/27/12	Sat 5-7am	5-7am	-----S-	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-----S-	1	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	Sa	10/27/12	5:42 AM	Sat 5-7am	5-7am	:30	MST105H	\$275.00 NM
26	10/23/12	10/26/12	5-6am News	5 - 6am	-TWTF--	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-TWTF--	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	Tu	10/23/12	5:15 AM	5-6am News	5 - 6am	:30	MST105H	\$350.00 NM

Total Spots 41

Gross Total \$20,875.00

Payment Terms 30 Days

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966148-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Smith/D/Senate	M.SMITH/D/ST SEN	

Agency Commission **\$3,131.25**

Net Amount Due **\$17,743.75**

DUPLICATE INVOICE



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Invoice #	Invoice Date	Invoice Month	Invoice Period
966148-2	11/04/12	November 2012	10/29/12 - 10/29/12

Station	Account Executive	Sales Office	Sales Region
WTAE	Bob Cain	Eagle-Philadelphia	National

Advertiser	Product	Estimate Number
Smith/D/Senate	M.SMITH/D/ST SEN	

Flight Dates	Order #	Alt Order #
10/23/12 - 10/29/12	966148	07914527

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	SMIM	

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	10/29/12	10/29/12	5-6am News	5 - 6am	M-----	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	M	10/29/12	5:40 AM	5-6am News	5 - 6am	:30	MST105H	\$350.00 NM
4	10/29/12	10/29/12	6-7am News	6-7am	M-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	M	10/29/12	6:23 AM	6-7am News	6-7am	:30	MST105H	\$600.00 NM
6	10/29/12	10/29/12	Good Morning America	7-9am	M-----	:30	1	\$475.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	M	10/29/12	7:55 AM	Good Morning America	7-9am	:30	MST105H	\$475.00 NM
8	10/29/12	10/29/12	6-7am News	6-7am	M-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	M	10/29/12	6:59 AM	6-7am News	6-7am	:30	MST105H	\$600.00 NM
10	10/29/12	10/29/12	WTAE Noon News	11:58-12:30pm	M-----	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	M	10/29/12	12:25 PM	WTAE Noon News	11:58-12:30pm	:30	MST105H	\$350.00 NM
11	10/23/12	10/28/12	5-6pm News M-F	5-6pm	-TWTF--	:30	4	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-TWTF--	4	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Smith/D/Senate	M.SMITH/D/ST SEN	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	10/23/12	10/28/12	5-6pm News M-F	5-6pm	-TWTF--	:30	4	\$525.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
5	WTAE	M	10/29/12	4:13 PM	4pm News M-F	4-5p	:30	TS12TV16H	\$1,000.00 NM
MG for 15.2,11.3									
12	10/29/12	10/29/12	5-6pm News M-F	5-6pm	M-----	:30	1	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	M-----	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	M	10/29/12	5:23 PM	5-6pm News M-F	5-6pm	:30	MST105H	\$525.00 NM
14	10/29/12	10/29/12	5-6pm News M-F	5-6pm	M-----	:30	1	\$575.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	M-----	1	\$575.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	M	10/29/12	5:51 PM	5-6pm News M-F	5-6pm	:30	MST105H	\$575.00 NM
16	10/29/12	10/29/12	6-6:30pm News	6-6:30pm	M-----	:30	1	\$725.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	M-----	1	\$725.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	M	10/29/12	6:27 PM	6-6:30pm News	6-6:30pm	:30	MST105H	\$725.00 NM
27	10/29/12	10/29/12	4pm News M-F	4-5p	-----	:30	0	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	M-----	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WTAE	M	10/29/12	4:29 PM	4pm News M-F	4-5p	:30	MST105H	\$1,000.00 NM
Total Spots							10		

Payment Terms 30 Days

<u>Gross Total</u>	\$6,200.00
<u>Agency Commission</u>	\$930.00
<u>Net Amount Due</u>	\$5,270.00